

REMARKS

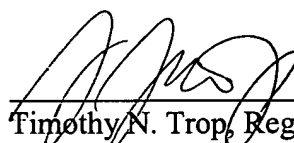
Claim 1 has been amended to include subject matter in some ways comparable to that which was previously in claim 4. Claim 4 was rejected based on Candelore under Section 102.

While Candelore does accrue distinct incentives over time, he does not accrue image portions of an incentive image which accumulate over viewing time to create an overall incentive image. Therefore, reconsideration of the rejection is respectfully requested.

In view of these remarks, the application is now in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested.

Respectfully submitted,

Date: July 21, 2004



Timothy N. Trop, Reg. No. 28,994
TROP, PRUNER & HU, P.C.
8554 Katy Freeway, Ste. 100
Houston, TX 77024
713/468-8880 [Phone]
713/468-8883 [Fax]